

## AMENDMENTS TO THE CLAIMS

1. (currently amended) An enterprise media distribution system comprising:
  - a system administration team;
  - a plurality of business chains, each comprising a plurality of facilities at respective business locations;
  - an enterprise media distribution platform or framework managed by the system administration team comprising:
    - one or more client player devices placed at each business location, each of the client player devices being independently supported and in communication with an internal audio/visual system installed in the facility at the respective business location;
    - an independent customizable media broadcast customizable by a business operator or advertiser supported on each of the client player devices and comprising audio, visual, and/or informational media content thereon that may be specific to each of the particular business locations in which the client player device(s) is/are located;
  - a chain network system having at least one chain server servicing the business chain, said chain server in communication with each client player device in operation in the business chain by way of a network configuration facilitating the exchange of information between the client player devices and the chain server; and
  - a central server system comprising one or more central servers in communication with the chain servers by way of a computer network configuration

facilitating the exchange of information between the chain and central servers.

2. (original) The enterprise media distribution system of claim 1, wherein said customizable media broadcast comprises media selected from the group consisting of, audio data, video data fed to video screens located at a business location, advertisements, announcements, and other informational content.
3. (original) The enterprise media distribution system of claim 1, wherein said chain server comprises an updating server.
4. (original) The enterprise media distribution system of claim 1, wherein said chain server comprises a caching server.
5. (currently amended) An in-store media broadcasting system comprising:
  - a central server having a data layer;
  - a chain server having a data layer, wherein the chain server is connected to the central server via a computer network;
  - a client player device having a presentation layer for use in providing and controlling a customizable media broadcast, the client player device in communication with the chain server; and
  - an interface layer that selectively interacts with the data layer and the presentation layer, wherein control over the broadcast is experienced locally at the client player

device, wherein said broadcast is customizable by a business operator or advertiser.

6. (currently amended) A method for establishing an enterprise media distribution system for broadcasting media at one or more business locations existing within a business chain, said method comprising:

equipping a business chain with at least one chain server operable within a chain server system, said chain server operated and managed by business chain personnel;

connecting, via a computer network, said chain server to a central server system

comprising at least one central server to facilitate the exchange of information between the chain server and the central server, said central server comprising broadcast data retrievable by said chain server;

connecting one or more client player devices located at respective remote business chain locations to said chain server system via a computer network to facilitate the exchange of broadcast and broadcast-related data between said chain server and said client player devices;

causing each of said client player devices to communicate with the chain server to exchange broadcast and broadcast-related data, said client player devices capable of running independent, customizable in-store media broadcasts customizable by a business operator or advertiser.

7. (original) The method of claim 6, wherein said chain server system comprises a local area network or business Intranet.

8. (original) The method of claim 6, wherein said customizable in-store media broadcast is controlled substantially by said chain server.
9. (original) The method of claim 6, wherein said customizable in-store media broadcast is controlled substantially by said client player device.
10. (original) The method of claim 6, wherein said chain server comprises an updating server.
11. (original) The method of claim 6, wherein said chain server comprises a caching server.